

Nelson, Bettie L

From: Laffoon, Susan
Sent: Tuesday, January 09, 2001 3:37 PM
To: Nelson, Bettie L
Subject: RE: WISCONSIN DATA

Betty,

I filled in data from TITL MS#42 for several brands. I don't have another source of data for competitive brands. I expect to receive the draft report of TITL MS#43 by the end of January, and it should contain data for the competitive brands I have labeled New.

Five PM brands were introduced since the testing of MS#42, so I provided data from the current production assessment program (brands are labeled PM data).

Several brands are labeled FTC Report. They are not big sellers, and probably will not be tested by TITL. I think the FTC Report data (which are rounded to a whole number for tar and one decimal place for nicotine) are your only choice for those brands.

I would have to guess the T&N deliveries of the Private Label brands (Generic). Most of the generics are reported in the FTC Report, but not by manufacturer. And, the ownership of the brand names can change. The only way to figure out ownership is to obtain packs and trace the tobacco permit number back to the company.

WI Brands2A.xls

Give me a call and we can talk about this.

Susan Laffoon
(4-2426)

—Original Message—

From: Nelson, Bettie L
Sent: Thursday, December 21, 2000 12:59 PM
To: Laffoon, Susan
Cc: Oey, Jan; Walk, Roger A.
Subject: WISCONSIN DATA

Susan,

I have inserted data on tar and nicotine into the file that you provided that contained information on the cigarette brands that are sold in Wisconsin. I used information from the larger table on all cigarette brands sold nationally. Please examine the data and if possible supply missing information. I made some assumptions in compiling this information. They are as follows:

- If no mention was made of the type of box then the box is soft-pack.
- If no mention is made of the type of filter then the cigarette is filtered.
- If the label "Dscf" is not included but all other parameters are the same then the cigarette brands were considered to be the same.
- If "W" is indicated and all other parameters are the same then the cigarette brand was considered to be the same brand.

Please note that the names of some of the brands did not appear on either of the tables.

<< File: WI Brands2.xls >> labels are produced by respondents or RJR

With best regards,

Generic - Private Label (subset) RJR soft of brands
Don't know which private
PM data - Brand packings intro since last TITL report but production assessment current running average
New - Couldn't be found anywhere
Comp Intro a lot of hard pack Management Science Associates everyone's doing same thing most will probably be in next report.

PM3005196363

High Chambers
names brought other co's.

Genesis - products won't see
manuf

distrib by

Tobacco Permit #

TP- # - VA

These TP numbers can be traced to

FFK3Box

TP-7-VA

Can get a list to see who it goes
back to



1. we all of 95% CT
2. SS good enough
3. P-values
n
1. Part Memo